GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2295
ANSWERED ON:17.03.2005
PRASAR BHARATI`S SHARE IN ADVERTISEMENTS
Adhalrao Patil Shri Shivaji;Singh Shri Rajiv Ranjan (Lalan);Suman Shri Ramji Lal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total share of revenue earnings of Prasar Bharati through advertisements in comparison to private TV channels during each of the last three years;

(b) whether Prasar Bharati`s share is low in comparison to the other private channels;

(c) if so, the reasons therefor; and

(d) the steps taken by the Government to increase their share in advertisements?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d) : The total ad spend on television according to the Federation of Indian Chamber of Commerce & Industry (FICCI)/FRAMES reports from 2002 to 2004 are as follows:

Calender Year	Amount
2002	Rs.3900 crores
2003	Rs.4220 crores
2004	Rs.4676 crores (estimated)

Doordarshan`s commercial revenue in the last three years is as under:-

2001-2002	=	Rs.615.21 crores
2002-2003	=	Rs.553.81 crores
2003-2004	=	Rs.530.23 crores

When compared to the total ad spend figures Doordarshan`s share is in the range of 11-16% during the last three years.

Doordarshan is a Public Service Broadcaster and is not motivated by purely commercial considerations. It is, however, the constant endeavor of Doordarshan to enhance its commercial revenue through more attractive and innovative programme formats.